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ABSTRACT OF THE DISCLOSURE

ONLINE MARKETPLACE WITH ANONYMOUS COMMUNICATION

A method is provided for operating an online marketplace. According to the method, a request for bid for a good or service that does not identify the purchaser is received from a purchaser and transmitted to a plurality of sellers via an electronic network. At least one offer for the good or service is received from at least one of the sellers via the electronic network, with the sellers sending the offers not knowing the identity of the purchaser that will receive the offers. The offers are transmitted to the purchaser. In one preferred embodiment, a purchase order identifying the purchaser is communicated from the purchaser to one of the sellers that submitted an offer in order to purchase the good or service. Also provided are methods for communicating between a purchaser and one or more sellers in an online marketplace.

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